LOG

Sunday, November 1, 1953

Time On	Length	Program	Personnel	Origin
8:59:40	20"	Sign On		SL
9:00	3 hrs. 59'50"	Sunday Morning	Buchanon	SL
12:59:50	10"	Sign Off		SL
2:29:40	20"	Sign On		SL
3:00:00	2 hrs. 29'50"	Sunday At The Opera		AN
5:00:00	15"	Break 5"		SL
5:29:00	1'	Break		SL
5:30:00	29'50"	Spotlight or The Big Idea } check	Cadman	SL AN
5:59:50	10"	Sign Off		SL
6:59:40	20"	Sign On		SL
7:00:00	29'	Panel		AN
7:29	1'	Break Amherst didn't give their PBS cue - there sats!!		SL
7:30	29'	Jazz	Barbour when the tank was 'ya?	SN
7:59	1'	Break		SL
8:00:00	15'	News		AN
8:15	1 hr. 44'	Concert Hall	Keliner	SN
9:59	1'	Break		SL
10:00	29'	Sunday Edition		AN
10:29	1'	Break		SL
10:30	14'25"	Stardust Time		SL
10:44:25	35"	Sign Off		SL

Amherst is sending music, not the band - people sick or something

This will be sent FROM Amherst.

S T U D E N T S! M A K E $25.00

WRITE A LUCKY STRIKE JINGLE!

Here's your chance to make yourself $25. Just write a 4-line Lucky Strike jingle, based on the fact that Luckies are made better to taste better.*

Then, if we select your jingle, we'll pay you for the right to use it, together with your name, in Lucky Strike advertising.

Here are some sample jingles:

I've heard the same in every class –
In history, psych, and ec –
For cleaner, fresher, smoother smokes,
It's Lucky Strike, by heck!

I like a better-tasting smoke
And mildness counts with me.
So when I buy I keep in mind
That L.S./M.F.T!

Study these sample jingles. Then get the gang together, break out the rhyming dictionary, and start writing. It's fun!

Hint – if you can sing your jingle, it's a good one!

Hint – the more jingles you write, the more money you have a chance of making.

Hint – be sure to read all the instructions!

HERE ARE THE INSTRUCTIONS

1. Write your Lucky Strike jingle on a plain piece of paper or post card and send it to Happy-Go-Lucky, P. O. Box 83, New York 46, N. Y. Be sure that your name, address, college and class are included – and that they are legible.
2. Base your jingle on any qualities of Luckies. "Luckies are made better to taste better," is only one. (See "Tips to money-makers.")
3. Every student of any college, university or post-graduate school may submit jingles.
4. You may submit as many jingles as you like. Remember, you are eligible to earn more than one $25 award.

*TIPS TO MONEY-MAKERS

To write a winning Lucky Strike jingle, you're not limited to "Luckies are made better to taste better." Use any other sales points on Lucky Strike such as the following:

L.S./M.F.T.
Lucky Strike means fine tobacco
Luckies' cigarette-tearing demonstration
Luckies taste cleaner, fresher, smoother
Be Happy -- Go Lucky
So round, so firm, so fully packed
So free and easy on the draw
Buy Luckies by the carton
Luckies give you deep-down smoking enjoyment

Yes, for more real, deep-down smoking enjoyment,
Be Happy -- Go Lucky! Make your next carton

LUCKY STRIKE!

The American Tobacco Company